The Creative Industries in
IN State Senate District 30
Senator Teresa Lubbers

This *Creative Industries* report offers a research-based approach to understanding the scope and economic importance of the arts in **IN State Senate District 30**. The creative industries are composed of arts-centric businesses that range from nonprofit museums, symphonies, and theaters to for-profit film, architecture, and advertising companies. The creative industries are the high-octane fuel that drives the "information economy"—the fastest growing segment of the nation's economy.
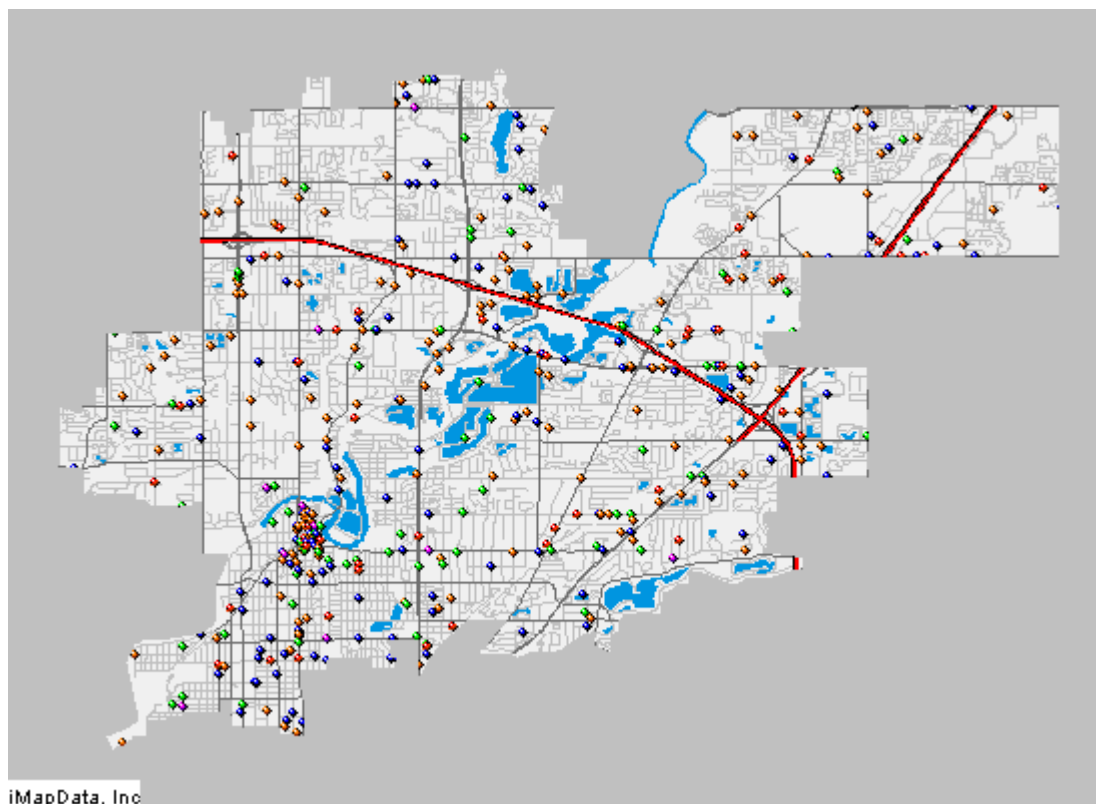
Nationally, there are 548,000 businesses in the U.S. involved in the creation or distribution of the arts that employ 2.9 million people—4.3 percent of all businesses and 2.2 percent of all employees. The creative industries have remained strong in comparison to business trends nationally. Between 2004 and 2006, a time when the total number of U.S. businesses dropped 0.2 percent, arts businesses decreased just 0.12 percent. Similarly, while employment nationally fell 5.6 percent during the same time period, arts employment dipped just 3.7 percent. The source for these data is Dun & Bradstreet, the most comprehensive and trusted source for business information in the U.S.

As of January 2006, IN State Senate District 30 is home to 493 arts-related businesses that employ 2,835 people. These arts-centric businesses play an important role in building and sustaining economic vibrancy. They employ people, spend money locally, generate government revenue, and are a cornerstone of tourism and economic development. The map below provides a clear picture of the creative industries in **IN State Senate District 30**, with each dot representing an arts-centric business.

493 Arts-Related Businesses in
IN State Senate District 30 Employ 2,835 People

Arts-Related Businesses and Employment in
IN State Senate District 30
January 2006

CATEGORY	BUSINESSES	EMPLOYEES
Museums and Collections	**1**	**2**
Museums	1	2
Performing Arts	**88**	**455**
Music	55	309
Theater	2	10
Services & Facilities	15	61
Performers	16	75
Visual Arts/Photography	**142**	**599**
Crafts	11	50
Visual Arts	11	14
Photography	95	422
Services	25	113
Film, Radio and TV	**57**	**505**
Motion Pictures	52	447
Television	3	20
Radio	2	38
Design and Publishing	**189**	**1,136**
Architecture	48	469
Design	82	215
Publishing	4	122
Advertising	55	330
Arts Schools and Services	**16**	**138**
Arts Councils	4	19
Arts Schools and Instruction	11	114
Agents	1	5
GRAND TOTAL	493	2,835

Note: As the source of these data is based solely on businesses that have registered with Dun & Bradstreet, our analyses indicate an under-representation of nonprofit arts organizations and individual artists. Therefore, this Creative Industries report should be considered a conservative estimate.

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Arts-Related Business and Employment in
IN State Senate District 30
2004 to 2006

CATEGORY	BUSINESSES			EMPLOYEES		
	2004	2006	% Change	2004	2006	% Change
Museums and Collections	**1**	**1**	**0.00%**	**2**	**2**	**0.00%**
Museums	1	1	0.00%	2	2	0.00%
Performing Arts	**80**	**88**	**10.00%**	**500**	**455**	**-9.00%**
Music	57	55	-3.51%	381	309	-18.90%
Theater	2	2	0.00%	3	10	233.33%
Services & Facilities	11	15	36.36%	60	61	1.67%
Performers	10	16	60.00%	56	75	33.93%
Visual Arts/Photography	**134**	**142**	**5.97%**	**625**	**599**	**-4.16%**
Crafts	8	11	37.50%	29	50	72.41%
Visual Arts	10	11	10.00%	12	14	16.67%
Photography	87	95	9.20%	436	422	-3.21%
Services	29	25	-13.79%	148	113	-23.65%
Film, Radio and TV	**64**	**57**	**-10.94%**	**581**	**505**	**-13.08%**
Motion Pictures	56	52	-7.14%	514	447	-13.04%
Television	3	3	0.00%	42	20	-52.38%
Radio	5	2	-60.00%	25	38	52.00%
Design and Publishing	**181**	**189**	**4.42%**	**1,785**	**1,136**	**-36.36%**
Architecture	43	48	11.63%	631	469	-25.67%
Design	64	82	28.13%	196	215	9.69%
Publishing	7	4	-42.86%	458	122	-73.36%
Advertising	67	55	-17.91%	500	330	-34.00%
Arts Schools and Services	**16**	**16**	**0.00%**	**74**	**138**	**86.49%**
Arts Councils	3	4	33.33%	8	19	137.50%
Arts Schools and Instruction	12	11	-8.33%	61	114	86.89%
Agents	1	1	0.00%	5	5	0.00%
GRAND TOTAL	**476**	**493**	**3.57%**	**3,567**	**2,835**	**-20.52%**

Data Source: D&B January 2006 & January 2004

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